Executive Proclamation

State of South Dakota
Office of the Governor

Whereas, The vast majority of Americans recognize it is important to protect loved ones with life insurance, with a recent survey indicating that 85 percent agree most people need coverage; and,

Whereas, The life insurance industry pays $62 billion to beneficiaries each year, providing a tremendous source of financial relief and security to families who experience the loss of a loved one; and,

Whereas, Despite the importance people place on life insurance and the peace of mind it brings to millions of American families, there are still too many Americans who lack adequate coverage; and,

Whereas, The unfortunate reality is that roughly 95 million adult Americans have no life insurance and most with coverage have less than most experts recommend; and,

Whereas, Millions of Americans realize they are underinsured, with nearly one in three believing they do not have enough coverage; and,

Whereas, During times like these when so many families continue to struggle, life insurance coverage is more important than ever because people have fewer financial resources to fall back on than in years past, increasing their financial vulnerability:

Now, Therefore, I, Dennis Daugaard, Governor of the state of South Dakota, do hereby proclaim February 1-7, 2016, as

LIFE INSURANCE WEEK

in South Dakota.

In Witness Whereof, I have hereunto set my hand and caused to be affixed the Great Seal of the state of South Dakota, in Pierre, the Capital City, this Thirteenth Day of January in the Year of Our Lord, Two Thousand and Sixteen.

Dennis Daugaard

Dennis Daugaard, Governor

Attest:

Shantel Krebs

Shantel Krebs, Secretary of State